

Approved  
10/10/2016

NAB Form PB-18 Candidates

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRAL-TV Raleigh, NC

Date:

10/10/2016

I, Dudley media

being/on behalf of:

Cynthia Ball

a legally qualified candidate of the

Democratic

political party for the office of:

NC State Representative - District #49

in the

General

election to be held on:

11-8-16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Dates	Class	Times per Week	Number of Weeks
See Attached					

Attach proposed schedule with charges (if available):

\$18,675 gross

I represent that the payment for the above described broadcast time has been furnished by:

Cynthia for NC

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Maggie Barlow

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

9-22-14 [Signature]  
Date Signature

**To Be Signed By Station Representative**

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
<u>Marian Bell</u>	<u>Marian Bell</u>	<u>Sales Mgr</u>
Signature	Printed Name	Title
<u>[Signature]</u>		<u>Director</u>
<u>10/10/14</u>		<u>10/10/14</u>

**CONTRACT**

**WRAL**  
**2619 Western Blvd.**  
**Raleigh, NC 27606**  
**(919)890-6000**

And:

**Dudley Media**  
**919 Catharine Street**  
**Philadelphia, PA 19147**

<u>Contract / Revision</u> 168060 /		<u>Alt Order #</u> 08402710
<u>Product</u> CYNTHIA BALL 10/11		
<u>Contract Dates</u> 10/11/16 - 10/17/16		<u>Estimate #</u>
<u>Advertiser</u> Cynthia Ball - NC State Representative #49		<u>Original Date / Revision</u> 09/26/16 / 09/26/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	10/11/16	10/17/16	WRAL AM News 6-7a	6a-7a		:30				NM	5	\$4,250.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				5	\$850.00				
N 2	WRAL	10/11/16	10/17/16	Today Show	7-9a		:30				NM	3	\$1,650.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$550.00				
N 3	WRAL	10/11/16	10/17/16	WRAL Noon News	12-1p		:30				NM	5	\$1,750.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				5	\$350.00				
N 4	WRAL	10/11/16	10/17/16	WRAL 6p News	6p-6:30p		:30				NM	5	\$7,500.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				5	\$1,500.00				
N 5	WRAL	10/11/16	10/17/16	Late News	11-1135p		:30				NM	3	\$3,000.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/11/16	10/17/16	MTWTF--				3	\$1,000.00				
N 6	WRAL	10/15/16	10/15/16	WRAL News 6a-8a	6a-8a		:30				NM	1	\$250.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$250.00				
N 7	WRAL	10/16/16	10/16/16	WRAL News Sunday	7a-9a		:30				NM	1	\$275.00
		Q4 CANDIDATE WINDOW CARD V9.15 - CLASS 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$275.00				
<b>Totals</b>								<b>0.00</b>				<b>23</b>	<b>\$18,675.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL**  
**2619 Western Blvd.**  
**Raleigh, NC 27606**  
**(919)890-6000**

<u>Contract / Revision</u>	<u>Alt Order #</u>
168060 /	08402710

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/16 - 10/17/16	CYNTHIA BALL 10/11	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Cynthia Ball - NC State R	09/26/16 / 09/26/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/17/16	23	\$18,675.00	(\$2,801.25)	\$15,873.75
<b>Totals</b>	<b>23</b>	<b>\$18,675.00</b>	<b>(\$2,801.25)</b>	<b>\$15,873.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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